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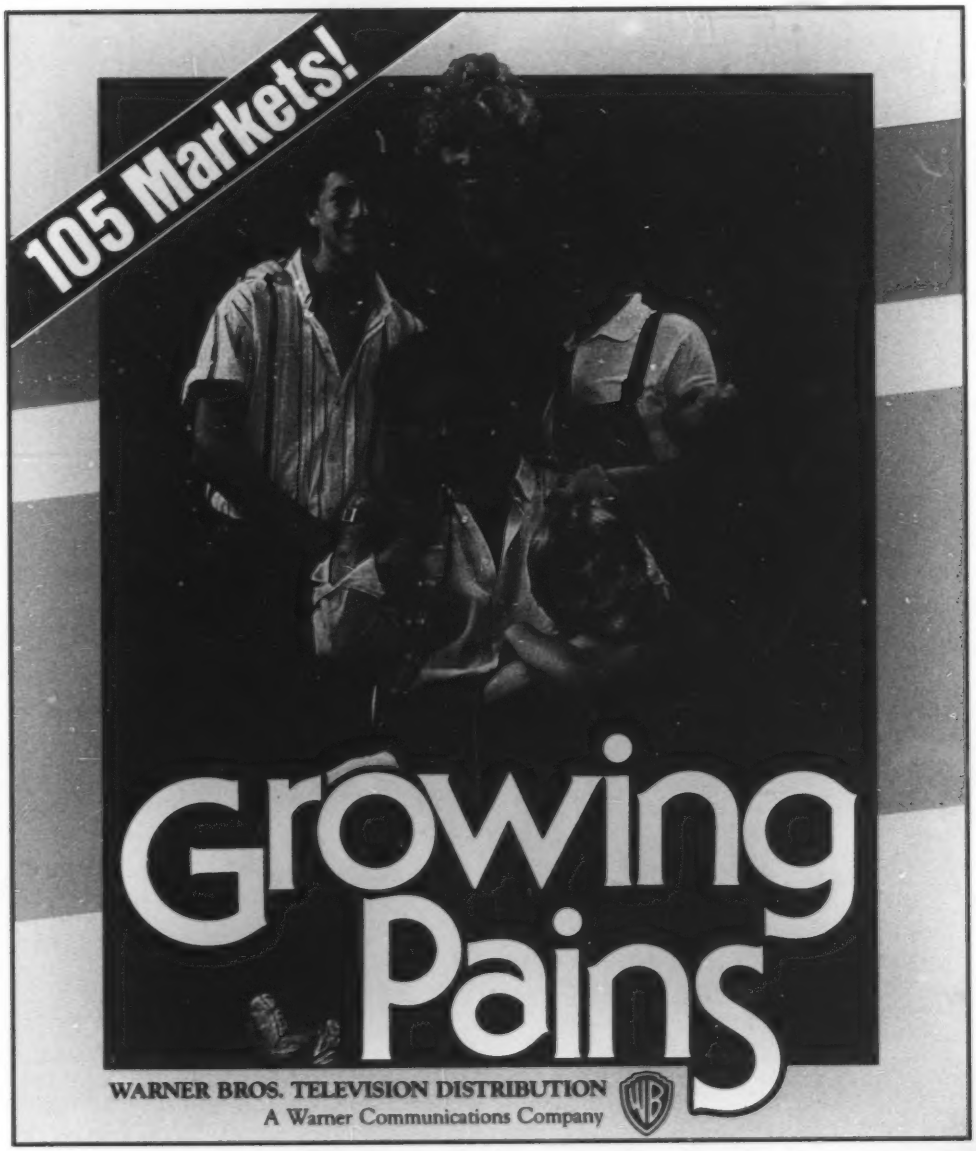
7/27/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 27



BETHESDA MD 20814
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SRI ACQ
20814SRI AT8501 ZWZ

56th Year 1987
RADIO '87

Vol. 113 No. 4

Broadcasting #Jul 27

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library of background music and sound effects as 15's, 30's and 60's at NAB's Radio '87 in September in Anaheim, Calif. Toby Arnold, president and owner of the company, described The Ultimate as the "premiere product," offered in addition to six formats, three production libraries, a direct mail promotion called "Profit Mail," an ID division, jingles and a hands-on consultancy for radio. Toby Arnold & Associates deals in both barter and cash, distributing its formats by tape, its production libraries on LP and its newest production library on compact disk. Arnold said the company recently put two salespeople in the field "doing what we call concept sales, where they go in and work directly with the sales departments of radio stations calling on retail accounts and offering them the advantage of having their own songs in return for signing a commitment with the radio station to utilize time."

□

Audio Stimulation, Los Angeles, distributes the daily version of *The Wolfman Jack Show* to about 20 markets, and the weekend version, *The Wolfman Jack Graffiti Gold Show*, to about 100 markets. The weekend program generally runs between three and six hours (with some variations) and is sold on a cash-plus-barter basis, with the distributor retaining three minutes per hour. The programs are delivered by tape, with live feed-ins and length determined by special arrangement.

□

Audiophile Audition, Kentfield, Calif., is both the name of a one-hour weekly series for public stations and commercial classical outlets as well as the name of the producer. The series, which focuses on classical and jazz audio recordings, is heard on approximately 190 stations, 10 of which are commercial. It is underwritten by Telarc International, Cleveland, and hosted by John Sunier.

□

After five seasons, **Berklee College of Music**, Boston, is discontinuing *Jazz Beat from Berklee*. The annually produced eight-week series of 30-minute shows had been delivered at no charge on disk to more than 1,000 stations. *Jazz Beat*, which featured performances by Berklee faculty and students, "was not really reflective of a growing portion of our curriculum, which is now inclusive of not only jazz but of more popular styles," said Bruce McDonald, Berklee's director of development. A replacement series is being planned for distribution next spring. Its programing will be similar to *High Felicity*, a former Berklee production which featured rock and other forms of contemporary music. Tentative plans call for 30- and 60-minute versions of the show to be produced and distributed by tape and satellite. It will also be available at no charge.

□

In business since 1971, **Bonneville Broadcasting System,** Northbrook, Ill., has found itself a niche providing tape-form "24-54-appeal" music formats to more than 100 affiliates. "Ultra," 200 hours of random-select, one-tune-at-a-time, easy listening programing, is Bonneville's best seller (100 stations) with its 75% instrumental-25% vocal mix. The same 200 hours, but packaged as dayparted and preprogramed quarter-hours in matched flow form, have garnered 35 stations. Fifteen clients are carrying "Alpha," an adult contemporary program of 1960's, 70's and 80's vocal tunes.

Bonneville has also developed television commercials promoting the formats for purchase by its clients. Future plans include a once-weekly, "New Age" light jazz/soft vocal format, likely of three hours length, for which it hopes to find a national sponsor and, for the first time, to switch to a barter payment system.

□

A 90-second science feature hosted by Dick Cavett is planned for fall release by **The Broadcast Group,** Washington. *Why in the World?* will "illuminate the sciences every day" and will be "filled with fascinating and gee-whiz stories mixed to a general adult audience," said Pegge Goertzen, president of The Broadcast Group. The company will also offer a new entertainment feature in addition to its four-year-old *Face-Off*, a two-minute, weekday debate between Senators Robert Dole (R-Kan.) and Ted Kennedy (D-Mass.). *Face-Off* has been picked up by Mutual Broadcasting's *A.M. in the Morning* and is now available to 290 stations, said Goertzen, who noted a replacement would have to be found for Dole should he announce his candidacy for President. The Broadcast Group's programs are offered for barter and are distributed on tape, disk or satellite, depending on the program.

□

Broadcast Programing Inc., Seattle, plans to introduce a contemporary hit radio format this fall to replace its hybrid CHR-AOR format, according to Jeff King, the distributor's director of client services.

Other taped formats offered by Broadcast Programing: oldies, targeted to the 30- to 44-year-olds; adult contemporary; modern country; MOR contemporary, and classical. The distributor plans eventually to switch from tape to a digital delivery system, King said.

The formats are available in both personality and unannounced versions, with sales handled on a cash basis. Rates range from $500 to $2,200 a month depending on the service and market size. The company also provides full consulting services that include Compu-List, computerized playlists updated weekly for the adult contemporary, country and rock formats.

□

Breakfast Serials, a series of old radio dramas, is in its third year of syndication by **Gert Bunchez & Associates**, St. Louis. Four-to-five-minute episodes are presented on weekdays with the climax run on Friday. Although it is out of production, Bunchez is continuing to syndicate *Comedy Cabaret*, 30- and 60-minute segments of old comedy shows. Three 90-second, five-day-a-week features are being offered: *Neighborhood Pharmacist*, *The American Way* (American success stories) and *Dr. Paul Donohue* (medical advice show). Bunchez products are sold on a cash-or-barter basis and distributed on tape.

□

Byline, which is produced by **The CBS Radio Station News Service,** is syndicated to 32 AM stations. It features 12 short-form reports on a variety of topics consisting of about a minute and a half in length. All are delivered five days a week with the exceptions of *This Day in History*, a daily, one-minute almanac piece, and *Report on Religion*, a twice-weekly hosted by Richard Osterling, religion editor of *Time*.

All of Byline's features are offered on a cash basis and delivered by either satellite or cassette. CBS affiliates may request shows to be produced, although none are in the works at present.

□

Century 21 Programing, Dallas, has turned two projects that were on the drawing board last year into reality this year—its *Gold Disk* and *Hit Disk* compact audio disk libraries. The first is a library of rock oldies, contemporary hit and adult contemporary songs from which stations can tailor a format depending on their needs. The latter contains separate CHR, AC and country libraries, on disk, that are updated weekly. In addition, the company continues to supply client stations (which total more than 500) with about 15 other formats on tape, cartridge and disk. On a smaller scale, Century 21 supplies clients with jingles and production libraries.

□

Churchill Productions, Phoenix, offers three blended formats to its client list of 50 stations. The company introduced a new format last spring entitled "Softsongs," which company President Tom Churchill describes as a "vocally based, easy listening format." WDOK(FM) Cleveland is the first "Softsongs" subscriber. In addition, Churchill offers an instumentally based, easy listening format, now with 32 subscribers, and *Radio One*, an adult contemporary format (blended in 10-minute sets), to which 18 stations now subscribe. Churchill

Format fortunes. Highlighted below are the top radio formats, in descending order, according to the Radio Information Center in New York, which regularly tracks format additions and changes for more than 8,500 commercial stations. The list is as of mid-July 1987.

Country	2,464
Adult/soft contemporary	2,354
Contemporary hit	798
MOR/nostalgia	702
Religious	549
Easy listening	363
Album rock	312
Golden oldies	260
News/talk	169
Black (R&B)	162
Urban contemporary	125
Spanish	123
Diversified	122
Classical	49
Ethnic	33
All news	27
Jazz	16
Total	**8,630**

will continue until early fall. Radio will run in early and late fringe. Target: men, 25-54. Agency: Ted Bates & Co., New York.

Kinney Shoe Corp. □ Back-to-school promotion for shoes is set to break in mid-August for six weeks in about 35 markets. Commercials will appear in all time segments. Target: women, 25-34. Agency: Sawdon & Bess, New York.

Nostalgia Channel's Weisberg predicts bright future for cable

Believes his service, geared to those over 49, will also prosper

According to Robert Weisberg, managing director of the Nostalgia Channel Inc., "cable TV viewers are in for major programing changes because a sleeping giant—the booming 'over 49' market—is awakening." This demographic group, to which the Nostalgia Channel is directed, is "now an $850-billion marketplace," he said, adding that "as Charlie Chan once said, 'when b[illegible] money talks, few are deaf.' That's why advertisers are now targeting this market and why cable TV programing is being expanded to include this important demographic group."

During remarks made at the New York Television Academy, Weisberg offered 10 predictions about this group and cable TV. Among them: Within three years, the number of channels specifically programed to this group will increase to at least five services (four basic and one pay); "astute cable operators" will begin clustering program services directed to this demographic group, and producers will develop new programing geated toward them.

Additionally, he said that more older movies will be found and released from Hollywood's vaults "due to the growing interest in nostalgia," and these unreleased films "will find a niche in channels catering to the over-49 audience"; program services geared to them will "see dramatic growth curves during the next decade in tandem with the growth of the over-49's, and within three years advertisers will tap into this market."

Additionally, Weisberg predicted that by

NBC continues to set the summer pace

NBC took the week ended July 19, according to the Nielsen figures, with a 13.5 rating and a 26 share. CBS pulled in a 9.8/18.9, while ABC had an 8.8/16.9. Twelve months ago, the three networks ran much closer together, scoring in the low 12's for ratings and 23 or 24 for share figures. For the week ended July 20, 1986, NBC was on top with a 12.5/24, while ABC had a 12.2/23 and CBS a 12.0/23.

The evening news numbers showed a change in the finish order compared to last year's figures. This year's numbers for the week put the *NBC Nightly News* on top with a 10.4/23 over ABC's 9.9/21 and CBS's 8.4/18. Last year it was the *CBS Evening News* on top, with a 10.3/23, over NBC's 9.8/22 and ABC's 9.1/20.

For the summer season to date, NBC is leading with a 13.6/25 against CBS's 11.7/21 and ABC's 10.5/19. (A year ago the numbers were NBC 13.6/25, ABC 12.1/22 and CBS 11.9/22.

On a calendar basis, for the year-to-date, NBC leads with a 15.8/26. CBS has a 14.0/23 and ABC has a 12.4/21. Last year the YTD figures were NBC 15.7/26, CBS 14.5/24 and ABC 13.3/22.

NBC pulled a big win for the week—taking six out of seven nights—leaving CBS with Sunday, which the network held onto with a 13.8/27.2 over NBC's 11.5/22.5 and ABC's 8.5/16.6.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	20.3/38
2.	Cosby Show	NBC	20.0/40
3.	All-Star Game	NBC	18.2/33
4.	Cheers	NBC	16.9/31
5.	Golden Girls	NBC	16.1/34
6.	Growing Pains	ABC	16.0/28
7.	Who's the Boss	ABC	15.5/28
8.	Murder She Wrote	CBS	15.2/31
9.	Moonlighting	CBS	15.1/25
9.	Sunday Night Movie	NBC	15.1/27
11.	ALF	NBC	14.5/27
12.	Sunday Movie	CBS	14.3/26
12.	Hunter	NBC	14.3/30
14.	Monday Night Movie	NBC	14.1/25
15.	Molly Dodd	NBC	14.0/25
16.	Valerie	NBC	13.9/25
17.	Amen	NBC	13.4/28
18.	Night Court Special	NBC	13.2/24
19.	Designing Women	CBS	13.1/23
19.	Miami Vice	NBC	13.1/27
21.	Equalizer	CBS	12.9/24
21.	227	NBC	12.9/29
21.	L.A. Law	NBC	12.9/23
24.	20/20	ABC	12.7/23
25.	Thursday Movie	CBS	12.3/22
25.	AFI Comedy Special	NBC	12.3/23
27.	All-Star Pre-Game	NBC	12.0/23
28.	Spenser: For Hire	ABC	11.9/21
28.	Kate & Allie	CBS	11.9/21
30.	Cagney & Lacey	CBS	11.6/21
31.	Highway to Heaven	NBC	11.4/23
32.	60 Minutes	CBS	11.3/26
32.	Crime Story	NBC	11.3/23
34.	Newhart	CBS	10.8/20
35.	Magnum P.I.	CBS	10.7/19
36.	Facts of Life	NBC	10.3/25
37.	Perfect Strangers	ABC	10.1/21
38.	Sunday Night Movie	ABC	10.0/18
39.	Head of the Class	ABC	9.9/19
40.	Tuesday Movie	CBS	9.2/16
41.	MacGyver	ABC	8.7/16
41.	Sledge Hammer	ABC	8.7/20
43.	Mike Hammer	CBS	8.5/17
44.	Rags to Riches	NBC	8.3/17
45.	News Closeup	ABC	8.0/14
45.	Stingray	NBC	8.0/18
47.	Hotel	ABC	7.9/15
48.	Monday Night Movie	ABC	7.8/14
49.	Summer Playhouse	CBS	7.4/17
49.	Our House	NBC	7.4/17
51.	Saturday Night Movie	ABC	7.2/15
51.	Simon & Simon	CBS	7.2/13
53.	Our World	ABC	7.1/13
54.	Scarecrow & Mrs. King	CBS	7.0/14
54.	Twilight Zone	CBS	7.0/14
56.	Disney Sunday Movie	ABC	6.9/15
57.	Friday Movie	ABC	6.5/13
58.	Webster	ABC	6.4/16
59.	Dallas	CBS	6.1/13
60.	Starman	ABC	5.9/11
61.	West 57th	CBS	5.8/12
62.	Saturday Movie	CBS	4.4/10

*indicates premiere episode

R.A. Marshall & Co.
Media Investment Analysts & Brokers

The three most important factors in any media investment are
1. potential 2. potential 3. potential

Fulfilling these three criteria is this start-up Class A FM located in an exceptionally promising southeastern market.
$1.3 million

508 Pineland Office Center
Hilton Head Island, South Carolina 29928, 803-681-5252

Accepted

■ WNAQ (1380 khz) Naugautuck, Conn.—Seeks mod. of lic. to operate trans. by remote control. Filed July 20.

■ WMRE (1510 khz) Boston—Seeks mod. of lic. to operate trans. by remote control. Filed July 20.

■ WWTG (1070 khz) Stanwood, Mich.—Seeks MP to change TL. Filed July 17.

FM's

Tendered

■ KIOI (101.3 mhz) San Francisco—Seeks CP to change TL. Filed July 20.

■ KOCN (104.9 mhz) Pacific Grove-Monterey, Calif.—Seeks CP to change ERP to 944 w; change HAAT to 559 ft. and change SL. Filed July 21.

■ KKMG (98.5 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 65.3 kw and change HAAT to 2,155 ft. Filed July 21.

■ WZTA (94.9 mhz) Miami Beach—Seeks mod. of CP to change ERP to 100 kw. Filed July 20.

■ WERT-FM (98.9 mhz) Van Wert, Ohio—Seeks CP to change TL and change HAAT to 492 ft. Filed July 17.

■ KCMA (92.1 mhz) Broken Arrow, Okla.—Seeks CP to change ERP to 2.25 kw; change HAAT to 373.9 ft. and change TL. Filed July 17.

■ WWZE (101.7 mhz) Central City, Pa.—Seeks CP to change ERP to 724 w. Filed July 17.

■ WWHT-FM (94.3 mhz) Goose Creek, S.C.—Seeks mod. of CP to change ERP to 1.43 kw; change HAAT to 478.9 ft.; change TL and make changes in ant. sys. Filed July 17.

■ KCPX-FM (98.7 mhz) Salt Lake City—Seeks CP to change ERP to 40 kw. Filed July 21.

Accepted

■ KMLE (107.9 mhz) Chandler, Ariz.—Seeks CP to change TL and change HAAT to 1,646.6 ft.

■ KEYX (100.3 mhz) Globe, Ariz.—Seeks CP to change ERP to 24.8 kw and change HAAT to 3,015.9 ft. Filed July 15.

■ KHYE-FM (105.5 mhz) Hemet, Calif.—Seeks CP to change freq. to 105.7 mhz; change ERP to 170 w; change HAAT to 1,023.4 ft. and change TL. Filed July 17.

■ KXQA-FM (107.9 mhz) Sacramento, Calif.—Seeks CP to change TL and change HAAT to 492 ft. Filed July 15.

■ WIXI (105.5 mhz) Naples Park, Fla.—Seeks mod. of CP to change ERP to 950 w and change HAAT to 583 ft. Filed July 20.

■ WAJI (95.1 mhz) Fort Wayne, Ind.—Seeks CP to change TL. Filed July 15.

■ KQXL-FM (106.3 mhz) New Roads, La.—Seeks CP to change freq. to 106.5 mhz; change ERP to 50 kw; change HAAT to 485.4 ft. and change TL. Filed July 17.

■ KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change HAAT to 2,378 ft. Filed July 15.

■ KLUV-FM (98.7 mhz) Dallas—Seeks CP to change ERP to 76.37 kw and change HAAT to 508.5 ft. Filed July 15.

■ WEMI (100.1 mhz) Neenah-Menasha, Wis.—Seeks mod. of CP to change TL and change HAAT to 328 ft. Filed July 15.

TV's

Accepted

■ KBTV (ch. 63) Des Moines, Iowa—Seeks MP to change ERP vis. to 1,200 kw; change HAAT to 1,804 ft. Filed July 17.

■ New (ch. 18) Salina, Kan.—Seeks MP to change ERP vis. to 612 kw; change HAAT to 1,039.8 ft. and change TL. Filed July 17.

Actions

AM's

■ WPCS (89.3 mhz) Pensacola, Fla.—Granted app. to change freq. to 89.5 mhz; change HAAT to 1,328.4 ft. and change TL. Action July 9.

■ WPLA (910 khz) Plant City, Fla.—Granted app. to increase power to 5 kw. Action July 9.

■ WCKW (1010 khz) Garyville, La.—Granted app. to change city of license to LaPlace, Ga.; change night power to 350 w; change TL and make changes in ant. sys. Action July 9.

■ KBLG (910 khz) Billings, Mont.—Returned app. to change hours of operation to unlimited by adding night service with 500 w; increase day power to 50 kw; change freq. to 890 khz and make changes in ant. sys. Action July 9.

■ WQKA (850 khz) Penn Yan, N.Y.—Returned app. to increase power to 1 kw. Action July 9.

■ KANN (1090 khz) Roy, Utah—Granted app. to change TL and make changes in ant. sys. Action July 14.

■ KASY (1210 khz) Auburn, Wash.—Returned app. to change city of license to Auburn-Federal Way, Wash.; increase night power to 10 kw and make changes in ant. sys. Action July 9.

■ KJUN (1450 khz) Puyallup, Wash.—Returned app. to change freq. to 1440 khz; increase night to 25 kw and increase day power to 5 kw. Action July 15.

FM's

■ KCFM (98.9 mhz) Chester, Calif.—Dismissed app. to change TL; change ERP to 25.2 kw and change HAAT to 2,555.1 ft. Action July 9.

■ KEFR (89.9 mhz) Le Grand, Calif.—Granted app. to change HAAT to 2,136.6 ft. Action July 9.

■ KFXD-FM (94.9 mhz) Nampa, Idaho—Granted app. to change ERP to 49 kw and change HAAT to 2,692.9 ft. Action July 9.

■ WFBE (95.1 mhz) Flint, Mich.—Granted app. to change ERP to 50 kw and change HAAT to 242.7 ft. Action July 13.

■ WCNL-FM (101.7 mhz) Newport, Mich.—Returned app. to change freq. to 101.5 mhz and change ERP 1.58 kw. Action July 9.

■ WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Granted app. to change HAAT to 984 ft. and make changes in ant. sys. Action July 10.

■ KRNY (102.3 mhz) Kearney, Neb.—Granted app. to change TL. Action July 16.
el3

■ KCMI (103.9 mhz) Terrytown, Neb.—Granted app. to change freq. to 96.9 mhz; change TL; change ERP to 100 kw and change HAAT to 692 ft. Action July 15.

■ WOBO (88.7 mhz) Batavia, Ohio—Granted app. to change TL; change ERP to 15.5 kw and change HAAT to 465.7 ft. Action July 15.

■ WPHR (107.9 mhz) Cleveland—Granted app. to change ERP to 15.85 kw and make changes in ant. sys. Action July 16.

■ WBXQ (94.3 mhz) Cresson, Pa.—Granted app. to change TL; change ERP to 350 w and change HAAT to 957.8 ft. Action July 9.

■ WWYN (106.9 mhz) McKenzie, Tenn.—Granted app. to change TL and change HAAT to 892.2 ft. Action July 10.

■ KVRP-FM (95.5 mhz) Haskell, Tex.—Granted app. to change HAAT to 1,047.5 ft. Action July 13.

■ WRFK-FM (106.5 mhz) Richmond, Va.—Dismissed app. to change HAAT to 491.3 ft. Action July 8.

TV's

■ WKEB (ch. 16) Marathon, Fla.—Granted app. to change ERP vis. to 5,000 kw; change channel from 9 to 16 and change HAAT to 261.1 ft. Action July 13.

■ KAID (ch. 4) Boise, Idaho—Granted app. to change ERP vis. to 56.6 kw and change HAAT to 2,474 ft. Action July 13.

■ KSAX (ch. 42) Alexandria, Minn.—Granted app. to change ERP vis. to 2,770 kw, aur. 277 kw; change HAAT to 1,176 ft. Action July 10.

■ WNOD (ch. 26) Jamestown, N.Y.—Returned app. to change ERP vis. to 715 kw and change HAAT to 597 ft. Action July 10.

■ KZMQ (100.3 mhz) Greybull, Wyo.—Granted app. to change TL; change ERP to 56.2 kw and change HAAT to 2,443.6 ft. Action July 10.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
New FM's	
KCWB	Interstate Broadcasting System of Arizona Inc., Glendale, Ariz.
WKLM	Graphic Publications Inc., Millersburg, Ohio
New TV	
KHIU	Davilo Broadcasting, Hilo, Hawaii
Existing AM	
KMDK	KPPL Huttner Broadcasting Co., Denver
Existing FM's	
WKLR	WEAG Horizon Broadcasting Inc., Indianapolis
KUSO	KCEO-FM First Stuart Corp., Tulsa, Okla.
WJYQ	WMXQ Ceder Communications Ltd. Partnership, Monks Corner, S.C.
KJMJ-FM	KKBH Crossroads Broadcasting Inc., Port Lavaca, Tex.

Grants

Call	Sought by
New AM's	
KJCC	Jerry Collins, Carmel Valley, Calif.
WACA	Concord Broadcasting Association, Concord, N.H.
WMYT	David H. Moran, Carolina Beach, N.C.
WLRG	David H. Moran, Timmonsville, S.C.
New FM's	
KBNN	Nuevo Communications Inc., Julian, Calif.
KTRX	Irvin Davis, Galveston, Tex.
New TV's	
WBUY	Relcom Inc., Holly Springs, Miss.
KMPX	Karen L. Hicks, Decatur, Tex.
Existing FM's	
WGHT	WHTE Communications Management National, L.P., Glen Burnie, Md.
KWJY	Dwaine T. Martin, Woodward, Okla.
KWOR-FM	KENB-FM KWOR Inc., Worland, Wyo.
Existing TV's	
KEYT-TV	Smith Broadcasting of California Inc., Santa Barbara, Calif.
KREG-TV	W. Russell Withers Jr., Grand Junction, Colo.